

Rep Order# 9848239 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/19/2012 8:06 AM  
Last Received: 10/18/2012 8:57 PM  
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACION  
Estimate# 1789  
Buyer Media Placement  
Phone#  
Fax#

67180  
Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1789  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	7A-8A	GD MRN CINN@7	:60	\$800.00	10/23-10/23	1 P1	1	1	\$800.00	
	2	TH	7A-8A	GD MRN CINN@7	:60	\$800.00	10/25-10/25	1	1	1	\$800.00	
	3	M	7A-8A	GD MRN CINN@7	:60	\$800.00	10/29-10/29	1	1	1	\$800.00	
	4	SA	3P-4P	LAW&ORDR CI B	:60	\$450.00	10/27-10/27	1 P2	1	1	\$450.00	
	5	SA	1035P-1105P	TWO&HF MN WK B<	:60	\$800.00	10/27-10/27	1 P1	1	1	\$800.00	

---REPORT TOTALS---

Report Totals: 5 / \$3,650.00

---SALES MONTHLY TOTALS---

Oct 12: 4 / \$2,850.00 Nov 12: 1 / \$800.00  
Sales Totals: 5 / \$3,650.00  
Station Totals: 5 / \$3,650.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$121,667

CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPO	31%
WKRC	28%	WLWT	22%	WSTR	0%	WXIX	16%		

Books null  
Demos RA35+

# ORDER

Orders	Order / Rev:	67180
	Alt Order #:	09848239
	Product Desc:	PRIORITIES USA ACION
	Estimate:	1789
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Agency	Name:	Mundy Katowitz Media
	Buying Contact:	
	Billing Contact:	
		1322 G Street, SE
		Washington, DC 20003

Advertiser	Name:	Priorities USA Action
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-2
	Revenue Codes:	AGY, POL-ISS, GEN

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	4	\$2,850.00	\$2,422.50
10/29/12	10/29/12	1	\$800.00	\$680.00

Totals					
Month		# Spots	Gross Amount	Net Amount	Rating
October 2012		4	\$2,850.00	\$2,422.50	0.00
November 2012		1	\$900.00	\$680.00	0.00
Totals		5	\$3,650.00	\$3,102.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
CW Cincinnati	3%	\$3,650.00
Market	100%	\$121,666.67

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WCPO	31%	\$37,716.67
WKRC	28%	\$34,066.67
WLWT	22%	\$26,766.67
WSTR	0%	\$0.00
WXIX	16%	\$19,466.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	EKRC	10/23/12	10/23/12	7a Good Morn Cincinnati	CM	7a-8a	-T-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
GD MRN CINN@7 7a Good Morn Cincinnati															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-T-----	1	\$800.00	0.00								
E 2	EKRC	10/25/12	10/25/12	7a Good Morn Cincinnati	CM	7a-8a	---T---	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
GD MRN CINN@7 7a Good Morn Cincinnati															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---	1	\$800.00	0.00								
E 3	EKRC	10/29/12	10/29/12	7a Good Morn Cincinnati	CM	7a-8a	M-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
GD MRN CINN@7 7a Good Morn Cincinnati															

